



WNHC

1340 KC

WNHC-FM

99.1 MC

WNHC-TV

CHANNEL 6

*The* ELM CITY  
BROADCASTING  
CORPORATION

1110 CHAPEL STREET • NEW HAVEN 10, CONNECTICUT

March 27, 1952

Dear Karl:

The Connecticut Cancer Society has asked me to take over the job that has been done so effectively in the past by our good friend, the late Jimmy Milne--handling radio and television for the State Campaign Committee.

I know that you and the other stations in the state have done an excellent job in past years. I hope that once again we can count on your help in informing the public of the valuable work of the Connecticut Cancer Society and of the financial help needed now.

By now you must have received a kit containing sample broadcasts and spot announcements which we hope you will be able to use in the 1952 Cancer Crusade, during the month of April.

Arrangements are now being made by the Connecticut State Network to broadcast the state kickoff dinner from the Hartford Club on Monday night, March 31. John Coolidge, state chairman, will preside and the speaker will be Dr. Cornelius P. Rhoads, director of the Memorial Center for Cancer and Allied Diseases in New York City. Actress Joan Blondell will be a special guest, and I hope that you can arrange to carry the broadcast.

It hardly seems necessary for me to explain the important work that still must be done to control cancer. The funds you have helped raise in past years have enabled scientists to learn a great deal about the way cancer grows in the body. It has helped promote cancer education and service. With the progress that has been made, many forms of cancer, considered hopeless a few years ago, are now being cured.

Through the State Society's 19 Information Centers and District Committees, our citizens everywhere have a place to turn when they have cancer problems.

As a Division of the American Cancer Society, the Connecticut Cancer Society is linked in the national effort to help you, me and all those we hold dear to guard against cancer. Let's continue to give them the helping hand they need and deserve.

Sincerely yours,

*Rocky Clark*

W. Rockwell Clark, Jr.  
News Editor, WNHC and WNHC-TV



